Hedonic Value and Customer Experience on Repurchase Decisions:
A Study of Foreign Brand Retail in Indonesia with Customer Satisfaction as Mediation

Verliana Elzagi[1]*,
(verlyana.elzagi@gmail.com)
Business and Management, Universitas Internasional Batam,
Batam, Indonesia

Nasar Buntu Laulita[2],
(nassar_bl@yahoo.com.sg)
Business and Management, Universitas Internasional Batam,
Batam, Indonesia

ABSTRACT

This study aims to fill gaps in the literature by examining the influence of hedonic value and customer experience on repurchase decisions in foreign brand retail in Indonesia, with customer satisfaction as a mediating factor. The study utilizes a quantitative approach, collecting data via questionnaires from 202 respondents who have purchased from foreign brand retailers such as ZARA, Uniqlo, H&M, Miniso, and Sephora in Indonesia. The findings reveal that hedonic value and customer experience significantly influence customer satisfaction and repurchase decisions. However, customer satisfaction does not mediate the effects of either hedonic value or customer experience on repurchase decisions. This research introduces a novel perspective by showing that customer satisfaction may not always play a mediating role in consumer decision-making processes within the context of foreign brand retail. These results have practical implications for retail managers seeking to enhance consumer loyalty through hedonic and experiential strategies, while also contributing to academic discussions on consumer behavior.

Keywords : Hedonic Value; Consumer Satisfaction; Customer Experience; Repurchase Decisions; Foreign Brand Retailing

1. INTRODUCTION

The development of retail modernization trends in line with the rapid economic growth in Indonesia, accompanied by intense competition among foreign retail brands encourages retailers to compete in presenting their stores to be the first choice of consumers through the implementation of various attractive strategies. With the presence of these retail strategies, consumers can experience a shopping experience that influences their purchasing decisions, not only based on rational considerations, but also involves emotional factors.

Foreign branded products in Indonesia are not only evaluated based on their functionality, but also based on various other factors that influence consumers' perceptions and purchasing decisions. Consumers often consider aspects such as logo

design, packaging quality, tagline clarity, promotional media effectiveness, and advertising strategies (Jennifer & Buntu Laulita, 2023). In addition, factors such as brand image, trust in the product, and user experience also play an important role. Successful foreign brands in Indonesia are usually able to adapt their marketing strategies to align with local values and preferences, create strong emotional connections with consumers, and build a positive reputation in the Indonesian retail market. In the context of retail, foreign brands such as ZARA, Uniqlo, H&M, Sephora, Miniso, and Daiso have managed to attract the attention of consumers around the world. These brands not only offer quality products, but also unique and fun shopping experiences. For example, ZARA and Uniqlo are known for their modern and sleek store designs, while Sephora offers a cosmetic shopping experience with a large selection of products and beauty consultation services. These brands usually offer an experience when shopping at their stores so that consumers feel comfortable, so they decide to come back to make repeat purchases.

Repurchase decisions are consumer encouragement and behavior to buy products repeatedly, especially when these products match their personal preferences. Consumers tend to be loyal to products that have provided a positive experience, and this trend reflects their interest in making future purchases (Aldiki et al., 2022). Usually, consumers repurchase a brand because of positive experiences, satisfaction, and loyalty to the brand. Other factors such as emotional value and customer satisfaction can also drive consumer repurchase decisions.

Hedonic value refers to the emotional satisfaction or pleasure derived from an experience, product, or service. It also includes the joy, satisfaction, or enjoyment one gets from an activity or item. In a consumer context, hedonic value plays an important role as it influences customer preferences, purchase decisions and satisfaction. Products or experiences that are high in hedonic value tend to attract consumers and create stronger emotional connections. (Pramita & Danibrata, 2021) highlighted that hedonic value is linked to pleasurable experiences, which in turn boost customer satisfaction.

Based on the above-mentioned foreign retail brands in the context of market globalization, these brands offer more than just a product or service, they create an entire experience that engages consumers. These customer experiences form the foundation of how consumers evaluate, respond and make decisions regarding foreign retail brands. From product design to in-store interactions, each of these brand elements plays an important role in shaping consumer perceptions and preferences. A brand must engage in actions to form a bond with consumers. (Angeleo & Laulita, 2022) explained that customers are now willing to pay more for products from reputable brands because they expect a quality shopping experience and adequate service. Consumers believe that top brands provide a good shopping experience and adequate service, from customer service to post-purchase assistance.

Measuring the extent to which consumers feel connected and make decisions in choosing and interacting with these foreign retail brands, a form of satisfaction with these brands is expected to influence consumer decisions. According to (Pramita & Danibrata, 2021) brand satisfaction is when making purchases and using products or services, consumers feel a certain sensation. This study aims to examine how hedonic value and customer experience influence repurchase decisions in the context of foreign brand retailing in Indonesia, considering the mediating role of customer satisfaction. Despite the robust body of research on hedonic value, customer experience, and satisfaction, there remains a lack of consensus regarding the mediating role of customer satisfaction in repurchase decisions, particularly in the context of foreign brand retail. Previous studies often emphasize satisfaction as a key driver of repeat purchases. However, the

current study challenges this notion by showing that customer satisfaction may not always mediate the influence of hedonic value and customer experience on repurchase decisions. This research gap is critical to understanding consumer behavior in Indonesia's foreign retail market. This research focuses on well-established foreign retail brands in Indonesia, including ZARA, Uniqlo, H&M, Miniso, and Sephora. These brands are known for offering quality products and providing unique shopping experiences that combine sleek store designs, interactive customer service, and a wide range of products.
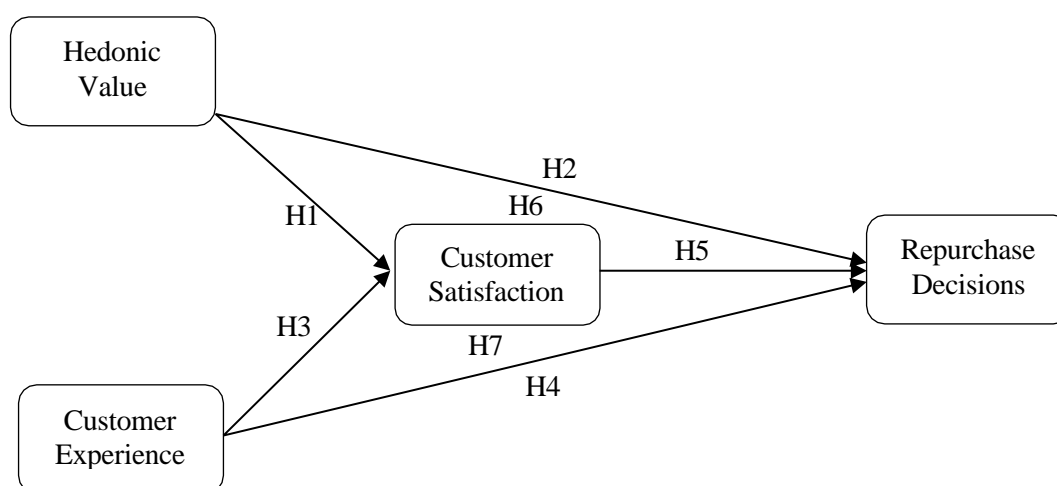
2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Figure 1 : Conceptual Framework

2.1 Hedonic Value

Hedonic value is a value that influences consumer interest in the use of certain products that are not basic needs, but are based more on subjective considerations, aiming to fulfill desires, obtain emotional satisfaction, and achieve personal pleasure (Pramita & Danibrata, 2021). Consumers seek personal satisfaction and pleasure when using a particular product. According to (Kazakeviciute & Banyte, 2012) Hedonic value refers to the value derived by customers from the subjective experience of fun, pleasure, and strong emotions associated with a product or service. It is an appreciation of the role of pleasure, surprise, and strong emotions felt by users through a product or service.

2.2 Customer Experience

In customer experience, experience sensations, feelings, and cognitive reactions related to a brand that are triggered by various factors such as design, identity, communication, people, and the environment associated with the brand. In research (Nurhayati, 2020) experience highlights the consumer perspective by examining the consumer experience itself, exploring how the experience influences consumer opinions, attitudes, and behavior. Customer experience starts from the stage of searching, buying, receiving services, to using products, either directly or indirectly through physical or non-physical interactions. Experience has a significant impact on customer loyalty, trust and satisfaction with the brand. A company or brand focuses on improving the experience for customers by providing more than expected, such as superior products, quality services, and interesting interactions (Suntoro & Silintowe, 2020).

2.3 Customer Satisfaction

Customer satisfaction is the level of satisfaction or emotional satisfaction felt by consumers towards a brand after they experience or use the products or services offered by the brand. It includes consumers' evaluation of the performance, quality, value, or benefits they derive from their interaction with the brand. Brand satisfaction can also include aspects such as fulfillment of expectations, fit with needs, and the level of emotional satisfaction felt after an experience with the brand. Ardane et al., (2021) defines satisfaction as a person's feelings of liking or disliking a product or brand after comparing performance or service with what is expected.

2.4 Repurchase Decisions

Repurchase decisions are consumer actions to return to buy the same product or service after a previous purchase experience. Consumers who are satisfied with the shopping experience tend to feel confident that the product will continue to meet their expectations, so they decide to make a repeat purchase. A decision can be logical or illogical, and is influenced by an individual's needs, preferences, and values (Isnaini et al., 2013). According to Aldiki et al., (2022) The occurrence of a purchase decision is when the consumer buys the same item as the previous purchase with a greater quantity and intensity greater quantity and intensity.

Hypothesis Development
The Effect of Hedonic Value on Customer satisfaction

Hedonic value on customer satisfaction shows a significant influence in consumer satisfaction with a brand. Hedonic value, which is related to pleasant subjective experiences and pleasure derived from a product or service, can influence how satisfied consumers are with the brand (Pramita & Danibrata, 2021) Experiences that provide pleasure or emotional satisfaction in interaction with the brand will form positive associations in consumers' minds towards the brand, which in turn increases their level of satisfaction with the brand. Results from research (Sitompul et al., 2023) proves that hedonic value has a positive and significant effect on satisfaction.

H1: Hedonic value has a significant positive influence on customer satisfaction at foreign brand retailers in Indonesia

The Effect of Hedonic Value on Repurchase Decisions

Hedonic value on repurchase decisions shows an important influence on how individuals make decision to repurchase. When individuals perceive high hedonic value from a product or experience, this can influence their decision. The pleasure and satisfaction felt from the hedonic aspect tends to influence how individuals choose and act on a situation. Results from research (Vanessa, 2023) shows that hedonic value has a positive and significant effect on repurchase.

H2: Hedonic value has a significant positive influence on repurchase decisions at foreign brand retailers in Indonesia.

The Effect of Customer experience on Customer satisfaction

Customer experience on customer satisfaction has a significant positive impact on consumer satisfaction with a brand (Gultom & Hasibuan, 2021). Experiences that consistently give a positive or satisfying impression in every interaction with the brand

build a positive perception in the consumer's mind towards the brand. As a result, consumers are more likely to feel satisfied with the brand because of the pleasant or satisfying experiences they have had. Results from research (Irawati, 2021) shows that customer experience has a positive and significant effect on customer satisfaction.

H3: Customer experience has a significant positive influence on customer satisfaction at foreign brand retailers in Indonesia

The Effect of Customer Experience on Repurchase Decisions

Customer experience on repurchase decicions is when consumers have a strong positive experience with a brand, which can influence how they make decisions regarding brands in the future. Satisfying experiences, whether through interactions with products, services, or the overall brand environment, can shape positive perceptions and deeper beliefs in the brand, therefore the research results obtained have a positive and significant effect on repurchase decisions. Research (Hakim et al., 2020) shows that the relationship between customer experience and repurchase decision has a positive and significant effect.

H4: Customer Experience has a significant positive influence on repurchase decisions at foreign brand retailers in Indonesia

The Effect of Customer Satisfaction on Repurchase Decision

Satisfaction plays a crucial role in fostering a positive relationship and favorable perceptions among consumers, thereby influencing their repurchase decision processes and behaviors towards the brand. When consumers experience satisfaction with a brand, they are more inclined to repeatedly choose the brand for future purchases or engagements (Permana et al., 2019). Recent research by Mufidah et al., (2024) further confirms that customer satisfaction significantly enhances repurchase decisions, underscoring its pivotal impact on consumer choices and brand interactions.

H5: Customer satisfaction has a significant positive influence on repurchase decision at foreign brand retailers in Indonesia

The Effect of Customer satisfaction mediates the relationship of Hedonic Value to Repurchase Decision

The effect of customer satisfaction as a mediator in the relationship between hedonic value and repurchase decision is that when consumers experience high satisfaction with a brand after experiencing high hedonic value, this affects their repurchase decision. The satisfaction mediates or becomes a link between the two variables. Research (Ruslim, Netaneel, Siswanto, et al., 2023) shows the effect of customer satisfaction mediating the relationship between hedonic value and repurchase decision has a positive and significant effect. With the mediating role of customer satisfaction, hedonic value not only affects direct decisions, but also indirectly through increased satisfaction with the brand.

H6: Customer satisfaction mediating has a significant positive the relationship between hedonic value on repurchase decisions at foreign brand retailers in Indonesia

The Effect of Customer satisfaction mediates the relationship between Customer experience and Repurchase Decision

The relationship between hedonic value and customer experience is positive, then

this will cause customers to decide to repurchase the product. When consumers have a strong experience with a brand, this can shape their perception of the brand, which then affects how they make decisions. If the level of satisfaction with the brand is high after a good experience, this could mediate the relationship between a positive experience and their chosen repurchase. Some research suggests that customer satisfaction mediates between value and experience ((Mufidah et al., 2024; Rifai, 2023)

H7: Customer satisfaction mediating has a significant positive the relationship between customer experience on repurchase decision at foreign brand retailers in Indonesia

3. RESEARCH METHOD

This research method is a quantitative study that uses a questionnaire as a data collection method. The basis for using the survey method is because the survey is an appropriate method for obtaining data on consumer attitudes, motivations, and preferences in a study (Sugiyono, 2019). Research variables include independent variables consisting of Hedonic Value, Customer experience, mediating variables, namely Customer satisfaction, and the dependent variable Repurchase Decision.

The study focuses on consumers who have purchased from foreign brand retailers like ZARA, Uniqlo, H&M, Miniso, Sephora, and others. The sample selection should include respondents who meet the criteria age over 18 years old, monthly income more than Rp 1,000,000, and past purchase experience at foreign retail brands. Distribute the questionnaire through online platforms like Google Forms. The questionnaire uploaded on social media platforms such as Instagram, Whatsapp, and X. The number of question indicators in this study were 20 questions, and the number of respondents used in this study were 202 respondents.

The indicators in this study were measured using a Likert Scale. A score of 1 means that the respondent strongly disagrees with a statement, while a score of 5 means that the respondent strongly agrees. Data analysis was carried out using the Structural Equation Model (SEM) through the SmartPLS 3.0 application.
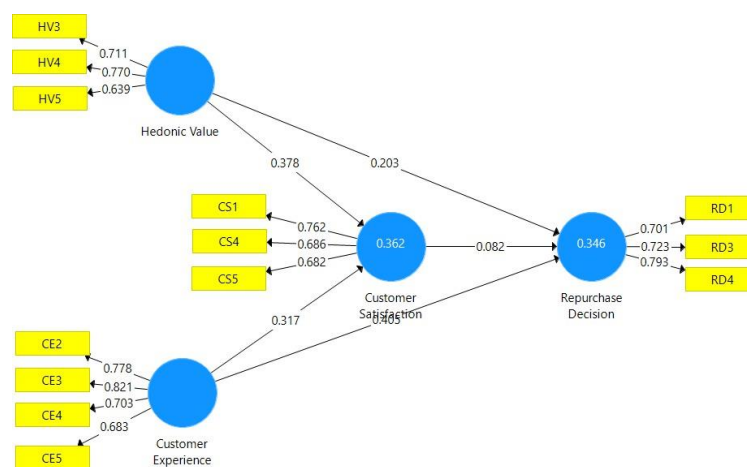
4. RESULTS AND DISCUSSION

Figure 2 : Result of SEM

Source: Smart PLS 3 (2024)

Based on the picture above, after calculating using Smart PLS 3. Of the 20 indicators, the value that matches the standard is only 13 indicators. Data were obtained showing the distribution of respondents based on the characteristics of the respondents. The description of respondents as objects in this study is seen from various characteristics, namely gender, age, employment status, and income.

Table 1 : Demograpic Respondent

Characteristics	Category	Total	(%)
Gender	Male	15	7.43
	Female	187	92.57
Age	18 - 25 Years old	191	94.55
	26 – 30 Years old	9	4.46
	>30 Years old	2	0.99
Jobs	Student	185	91.58
	Freelance	5	2.48
	Self-employed/Entrepreneur	4	1.98
	Permanent Employees	8	3.96
Income	Rp 1.000.000 – Rp 2.000.000	152	61.88
	Rp 2.000.000 – Rp 3.000.000	16	7.92
	Rp 3.000.000 – Rp 4.000.000	15	7.43
	>Rp 5.000.000	10	4.95

Source: Data results processed (2024)

Based on Table 1, it is known that the highest number of respondents were women totaling 187 or 92.5%, while for men there were 15 or 7.5%. This shows that respondents who filled out the questionnaire were dominated by women. Then in the age category, Table 1 shows that the most respondents were aged 18-25 years, namely 191 or 94.5%, then respondents aged 26-30 years were 8 or 4.5%, and those aged over 30 years were 2 or 1%. Judging from the age of the respondents who filled in, a larger percentage was aimed at productive age who often went shopping.

Next is the employment category, Table 1 shows that the most respondents are those who are students/students, namely 185 or 91.5%, followed by respondents who are permanent employees totaling 8 or 4%, then respondents with the status of self-employed/entrepreneur and freelance workers, which are 4 and 5 or 2% and 2.5% respectively. This shows that those who fill in are dominated by students. Then in the income category, it shows that the most respondents are in the income range of Rp 1,000,000 - Rp 2,000,000 totaling 152 or 61.8%, then respondents in the income range of Rp 2,000,000 - Rp 3,000,000 totaling 16 or 8%, respondents in the income range of Rp 3,000,000 - Rp 4,000,000 totaling 15 or 7.5%, and respondents in the opinion range above Rp 5000,000 totaling 10 or 5%. Most of the respondents who filled in had opinions below Rp 3,000,000, indicating limited purchasing power. This is in line with the respondents, the majority of whom are students, who do not yet have jobs with large incomes.

Table 2 : Validity and Reliability Test Results

Variable	α	rho_A	Composite Reliability	AVE
HV	0.738	0.759	0.835	0.559
CE	0.509	0.512	0.753	0.505
CS	0.601	0.618	0.783	0.547
RD	0.506	0.518	0.751	0.502

Source: SmartPLS 3.0 data processing (2024)

The reliability test uses two methods, namely composite reliability and Cronbach's Alpha, the value must be greater than> 0.7, although 0.6 is still acceptable. Based on Table 2, it can be seen that all variables have a Composite Reliability value greater than 0.6. According to Jogiyanto & Abdillah (2009) Composite Reliability is considered better in estimating the internal consistency of a construct.

Another measurement that is also used to test reliability is to use the AVE value. The minimum recommended AVE value is 0.5 but 0.4 is acceptable because if the AVE is less than 0.5 but the Composite Reliability is higher than 0.6 and convergent validity meets the conditions (Jogiyanto & Abdillah, 2009).

Table 3 : Result of Direct effect and Indirect effect

Variable	PC	SD	t-Statistic	PV	Ket
Direct effects					
CE → CS	0.322	0.084	3.785	0.000	Accepted
CE → RD	0.406	0.080	5.046	0.000	Accepted
CS → RD	0.084	0.094	0.872	0.384	Rejected
HV → CS	0.379	0.080	4.736	0.000	Accepted
HV → RD	0.203	0.084	2.421	0.016	Accepted
Indirect effects					
CE → CS → RD	0.028	0.033	0.791	0.429	Rejected
HV → CS → RD	0.030	0.036	0.036	0.387	Rejected

Source: SmartPLS 3.0 data processing results (2024)

Direct Effect

Based on Table 3, the test results show that customer experience has a positive effect on customer satisfaction. At a significant level of 5% it is 3.785> 1.96 and P Value 0.000. The path coefficient value is 0.322 which indicates that the relationship between customer experience and customer satisfaction is positive. The standard deviation value of 0.084 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Based on Table 3, the test results show that customer experience has a positive effect on Repurchase Decision. At a significant level of 5% it is 5.046> 1.96 and P Value 0.000. The path coefficient value is 0.406 which indicates that the customer experience relationship is positive. The standard deviation value of 0.080 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Based on Table 3, the test results show that customer satisfaction has no positive effect on Repurchase Decision. At a significant level of 5% it is 0.872 <1.96 and P Value 0.384. The path coefficient value is 0.084 which indicates that the customer experience relationship is positive but weak. The standard deviation value of 0.094 indicates that the data collected has a high variation, therefore this hypothesis is rejected.

Based on Table 3, the test results show that hedonic value has a positive effect on customer satisfaction. At a significant level of 5% it is 4,736> 1.96 and P Value 0.000. The path coefficient value is 0.379 which indicates that the relationship between customer experience and customer satisfaction is positive. The standard deviation value of 0.080 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Based on Table 3, the test results show that hedonic value has a positive effect on Repurchase Decision. At a significant level of 5% it is 2.421> 1.96 and P Value 0.016. The path coefficient value is 0.203 which indicates that the relationship between customer experience and customer satisfaction is positive. The standard deviation value of 0.084 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Indirect Effect

Based on Table 3, the test results show that customer satisfaction does not have a positive effect on customer experience on Repurchase Decision. At a significant level of 5% it is 0.791 <1.96 and P Value 0.429. The path coefficient value is 0.028 which indicates that the customer experience relationship is positive but weak. The standard deviation value of 0.033 indicates that the data collected has very low variation, therefore this hypothesis is rejected.

Based on Table 3, the test results show that customer satisfaction does not have a positive effect on hedonic value on Repurchase Decision. At a significant level of 5% it is 0.036 < 1.96 and P Value 0.387. The path coefficient value is 0.030 which indicates that the customer experience relationship is positive but weak. The standard deviation value of 0.036 indicates that the data collected has very low variation, therefore this hypothesis is rejected.

5. Discussion

In this study, it was found that Hedonic Value will have a significant impact on customer satisfaction. Because the T-statistic value is 4.736, which is greater than 1.96. Thus, hypothesis H1 which says "Hedonic Value perceived by consumers affects customer satisfaction" can be accepted. This result indicates that the higher the hedonic value customer feel, the more satisfied they are with the brand. This is in accordance with previous research by Pramita & Danibrata (2021) which shows that the pleasant subjective experiences can increase customer satisfaction. Hedonic value is a positive and significant predictor. In other words, efforts to increase consumer shopping satisfaction can be made by increasing their hedonic value (Ruslim, Netaneel, & Siswanti, 2023).

In this study it was found that hedonic value has a significant influence on repurchase decision. T-statistic value of 2.421 which means greater than 1.96. Thus, the H2 hypothesis which says "Hedonic Value perceived by consumers affects customer repurchase decision " can be accepted. This shows that the emotional aspects obtained from a product or service can influence how consumers make decisions. Research by Zuhriah et al (2020) supports these findings by stating that hedonic value has a positive effect on decision making. This result is also in line with the results obtained by Al Hafiyya (2021) which states that as hedonic value increases, purchase also increases and the results can be meaningful for estimating purchase value.

Customer experience was also found to have a significant influence on customer satisfaction, with a T-statistic value of 4.256. A consistent positive experience in every interaction with the brand builds positive perceptions in the minds of consumers, which in turn increases their level of satisfaction. Research by Gunawan & Wellyantony (2021) supports these findings, showing that a positive customer experience can increase customer satisfaction.

In this study, it was found that hedonic value has a significant impact on repurchase decision. T-statistic value of 5.046 which means greater than 1.96. Thus, hypothesis H4 which says "Customer experience affects repurchase decision " can be accepted. This study shows that satisfying interactions with the brand can form positive perceptions and deeper beliefs towards the brand, which influence consumers' future decisions.. This result is in line with the results obtained by (Acica, 2023) where Customer experience has a positive and significant effect. In his research states that the higher the Customer experience, the more purchases will increase.

In this study, it was found that Customer Satisfaction is not significant to repurchase decision. T-statistic value of 0.872 which means smaller than 1.96. Thus, hypothesis H5 which says "Customer Satisfaction on repurchase decision" is rejected. The results showed that Customer Satisfaction has no effect on repurchase decision. In contrast to research (Mufidah et al., 2024), where the results of the relationship between customer satisfaction and repurchase decisions are accepted. This study focuses on foreign brand retailing which involves in-person shopping experience and physical observation of products, whereas (Mufidah et al., 2024) involves online shopping experience which is more practical and efficient. In addition, the types of products and services in offline retail may affect customer satisfaction differently compared to online.

In this study, it was found that hedonic value does not have a significant impact on repurchase decision. T-statistic value of 0.036 which means smaller than 1.96. Thus, hypothesis H6 which says "Customer Satisfaction as a mediator of Hedonic Value on repurchase decision" is rejected. The results showed that customer satisfaction cannot mediate the effect of hedonic value on consumer repurchase decision. This means that hedonic value itself is not strong enough to influence decision making through customer satisfaction in the context of this study. This result is in line with (Andriani et al., 2021) which states that each consumer has a different emotional experience when shopping, so that it has a relatively lower effect on customer satisfaction because consumers also compare shopping elsewhere. Satisfaction has a relationship with expectations where each consumer has their own preferences.

In this study, it was found that customer experience does not have a significant impact on repurchase decision. T-statistic value of 0.791 which means smaller than 1.96. Thus, hypothesis H7 which says "Customer Satisfaction as a mediator of Customer experience on repurchase decision" is rejected. The results showed that customer

satisfaction cannot mediate the effect of customer experience on repurchase decision. Different from previous research, (Anita et al., 2021) shows that customer experience has a significant effect on repurchase intention with customer satisfaction as a mediating variable. These differences may occur due to different industry contexts. This research focuses on foreign retail brands in Indonesia, which involves physical and emotional shopping experiences that may not always affect satisfaction directly. In addition, the types of products and services offered by foreign brands may differ from the context of previous research.

The result found is that customer satisfaction does not mediate the relationship between hedonic value and customer experience on repurchase decisions in the context of foreign brand retail in Indonesia. Previous studies tend to emphasize the importance of customer satisfaction as a mediator, but this study shows that repurchase decisions are

directly influenced by hedonic value and customer experience without the need for customer satisfaction as a mediator.

6. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS OF THE RESEARCH

There is a significant positive relationship between hedonic value and consumer satisfaction. Consumers derive emotional satisfaction and pleasure from their interactions with foreign brand retailers, which increases their overall level of satisfaction. In addition, hedonic value significantly influences repurchase decisions, with consumers more likely to choose products that offer higher emotional satisfaction. Customer experience also has an important impact on customer satisfaction and repurchase decisions. Positive interactions with the brand across multiple touchpoints build favorable perceptions and increase customer satisfaction. However, customer satisfaction did not directly influence repurchase decisions in this study. This indicates that while satisfaction is important, it may not be the sole determinant in consumers' decision process to repurchase at foreign brand retailers in Indonesia. In addition, customer satisfaction did not mediate the relationship between hedonic value and repurchase decisions, nor did it mediate the relationship between customer experience and repurchase decisions. This suggests that the impact of hedonic value and customer experience on decisions occurs independently of customer satisfaction.

Based on the analysis and preparation of the research that has been carried out, we hope that the following suggestions can be a reference for further research. These suggestions are addressed to several parties. Foreign retail brands in Indonesia, Should focus on enhancing the emotional aspects and shopping experience to attract consumers. Emphasize hedonic value, through pleasant store environments and interactive customer service. Given the majority of this study was on young people, brands should tailor their strategies to this demographic by leveraging social media and digital engagement. However, as customer satisfaction did not significantly mediate repurchase decisions, brands should explore other factors such as brand loyalty and trust to further influence consumer choices. For academics and researchers, Expanding future studies to include additional mediating variables like brand loyalty and perceived value would provide a more comprehensive understanding of consumer behavior. The limitations of this study in focusing on a sample of college and university students with low income points to the need for a broader demographic analysis, and a cross-cultural study could reveal how these dynamics vary across regions. Additionally, combining qualitative research and longitudinal methods could provide deeper insights into repurchase decisions.

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